WAR FOOD ADMINISTRATION
OFFICE OF DISTRIBUTION
150 Broadway
New York, 7, New York

Cleared by:
N.Y....Phila....Boston
Regional OWI with a "B" rating

Issued:
March 4, 1944

THE FAMILY CANTEEN

(No-Point...Low-Point Food Program)

ANNOUNCER: No-points, low-points! That should be music to your ears this morning. But I'm not referring particularly to those welcome lowered point values on canned vegetables which will hold at least until April 1, nor to point-less lard, or the recent value drops on rationed pork and beef cuts. This morning, I have in mind the entire new Government No-point....Low-Point Food Program being launched this month by the War Food Administration. Of course, even with such a program, plus the current reductions in point values of many important foods, we've still got to bear in mind the over-all wartime food picture. It would be a mistake to be too optimistic in the face of just a few more military victories, or a temporarily increased supply of foods. So, this morning there's a man with us who can tell us about the whole national food picture... and its relation to this No-point...Low-point program. Here's Mr. _____ of the War Food Administration.

OFF. OF DIS. SUPERVISOR: Thank you, Mr. _____. Your reflections about those reductions in point values, and the present No-point...Low-point program give me a good starting point. You hit the nail on the head when you said that, while we do have lowered point values for vegetables, lard, and beef and pork cuts at present, we've got to look at the food picture in a larger scope, as a year-round problem. The proper perspective should consider our military requirements for food, and the use to which we put our food here at home. For example, each military victory simply means that more soldiers must be sent into the field to press the advantage. In 1943 there were about 1,800,000 of our soldiers overseas; now there are about 4 million, and more are leaving all the time, For each soldier abroad, the Army must have a 270--day supply of food on hand. Then, each area liberated will mean more mouths to feed until local crops may be planted and harvested. American food has a bigger war job this year, than last, and the task of home-front distribution will be greater.

ANNOUNCER: That's a natural lead into our subject for today: "The No-Point...Low-Point Foods Program".

OFFICE OF DIS. SUPERVISOR: Yes. The War Food Administration's "No-Point... Low-Point Foods Program" is designed to assist

OFF. OF DIS. SUPERVISOR: in the giant task of efficient distribution of our 1944 domestic food supply. Really, it's one feature of the "Food Fights For Freedom" program.

ANNOUNCER: Would you give us the back-ground of the 1944 Civilian food supply?

OFF. OF DIS. SUPERVISOR: Well, briefly, we people here at home are going to have enough food this year, but it's important to qualify this statement. First, there will be definite shortages of some foods high on the demand list of most shoppers. And second, the problem, as it strikes home in the kitchen, is not only one of distribution, but also of getting accustomed to using some foods we're not in the habit of eating in large amounts. The point, is... those easy-to-prepare canned foods we all like are also easy-to-ship foods. So the government has ordered large set-asides, particularly of both fruits and vegetables, for military needs. As the military situation changes, these requirements may also change. Allocations are made on a definite quarterly basis, and are tentative for the rest of the year.

ANNOUNCER: For instance, lard coming off the ration point list?

OFF. OF DIS. SUPERVISOR: Yes, it's temporarily abundant and as a result of this abundance, an additional 50 million pounds

OFF. OF DIS. SUPERVISOR: has been added to the civilian allocation for this first quarter year. Now then, whether this action will continue, depends entirely on future supplies.

ANNOUNCER: How do you account for the constant fluctuation in the point value of canned fruits and vegetables?

OFF. OF DIS. SUPERVISOR: Well, when the point values go down, as they did recently, it's an indication that the total stocks are moving slower than the government expected them to. These stocks must be moved so canners will process all the food they can handle in the coming season. On the other hand, when points go up, the opposite is true. For instance, stocks of canned fruit were moving very fast, so the War Food Administration had to notify OPA to advance point values.

ANNOUNCER: Equitable distribution of all our food is a staggering job.

OFF. OF DIS. SUPERVISOR: And the government can't do it alone. The Office of Distribution, War Food Administration, helps to direct the civilian food supply to the places needing it most. But it does not actually distribute it. That is the job of the food trade and the housewives working together. They form the tremendous "Quartermaster Corps" on the home front.

ANNOUNCER: What is their relation to the War Food Administration?

OFF. OF DIS. SUPERVISOR: In complying with the marketing rules which our restricted food supply has made necessary, they cooperate with the War Food Administration. Only their support will make the rationing and price programs work. Using abundant foods is another means by which they assist the War Food Administration.

ANNOUNCER: We've been hearing a great deal about this using of foods in current abundance.

OFF. OF DIS. SUPERVISOR: Largely, because such a plan provides a two-way service. It benefits both the housewife and the food merchant. When a food is in abundance, its price tends to be lower; and the nutritive value of such foods is often high.

ANNOUNCER: How about the food merchant?

OFF. OF DIS. SUPERVISOR: I have said that the food merchant will have approximately as <u>much</u> food to handle this year as he had last. It comes to a possible sale of about 1800 pounds of food for every man, woman, and child in America.

ANNOUNCER: That sounds impressive.

OFF. OF DIS. SUPERVISOR: It's impressive in fact too. But it will be a tricky quantity to handle. Remember, the 1800 pounds will be low on several of the commodities standing high on the consumer's demand list. That government set-aside order on canned fruits and vegetables will have a marked effect. This will make quite a hole in that 1800 pounds, and it will be up to the food retailer to fill in with foods still in substantial supply. In this case, fresh fruits and vegetables. The storekeeper who promotes his sales cleverly, in this regard, will continue to do a fine business... and he will be assisting equitable distribution.

ANNOUNCER: In other words, the housewife will save and the food merchant will make money by concentrating on foods in plentiful supply?

OFF. OF DIS. SUPERVISOR: That's the situation.

ANNOUNCER: What aid does the War Food Administration offer us in this?

OFF. OF DIS. SUPERVISOR: Thanks for bringing me back to the "No-Point.... Low-Point Foods Program". It is designed for such assistance. The "no-point...low-point" is a food marketing plan which will call attention to foods which are completly off the ration list, because of their abundance, or low

OFF.OF DIS. SUPERVISOR: enough in point value to provide the housewife with a ration bargain. Members of the food trade are already cooperating in this. Soon advertisements featuring no-point...low-point foods will appear in your newspaper, and posters will be set up in your stores. Some merchants will adopt the practice of putting a special bright label on these commodities so that the housewife can select them easily.

ANNOUNCER: I'm sure that, since food merchants have been convinced of the value of this program, they'll use plenty of ingenuity in calling attention to these foods.

OFFICE OF DIS. SUPERVISOR: Of course, Our food retailers have proved they can do this in the past, But their efforts alone will not assure the success of the program. Your cooperation is necessary.

ANNOUNCER: I suggest that we call upon various women's service organizations;the consumer groups; the women's clubs; and the P.T.A.

OFF. OF DIS. SUPERVISOR: That's a good idea. These groups have been invaluable in helping to promote other food programs. We ask them now to get solidly behind the no-point...low-point plan; to discuss it at

OFF. OF DIS. SUPERVISOR: their meetings; and to explain the advantages it offers to the individual housewife. Such groups may even offer suggestions to local grocers. Certainly they can pledge themselves to put the program over the top.

ANNOUNCER: We're asking you folks, then, to watch for the no-point..low-point foods as they will appear in their local food stores, and to support it as whole-heartedly as they have other food programs.

OFF. OF DIS. SUPERVISOR: Yes. The importance of consumer support cannot be over-emphasized. The success of the program depends almost entirely upon it.

ANNOUNCER: Can you tell us, Mr._____, what foods will be no-point...low-point features in March?

OFF. OF DIS. SUPERVISOR: Certainly, although some variation is bound to occur. New cabbage, and Irish potatoes will definitely be on the list. Also fresh oranges and grapefruit. Eggs, too which will be abundant all through March. Peanut butter and citrus marmalades. Oatmeal, rye..breakfast foods; macaroni, spaghetti, and noodles; Soya flour, grits, and flakes, millions of pounds of which will be on grocer's shelves. These foods have wide use in meals and have high nutritive value. Many other commodities are sure to be added to the no-point..low-point

OFF. OF DIS. SUPERVISOR: list. So watch for them.

ANNOUNCER: This is a program surely slated for success. Its advantages are so numerous,

OFF. OF DIS. SUPERVISOR: Besides helping our general war food effort, the successful application of the no-point... low-point program will aid the food merchant by helping him maintain a high level of sales. It will aid the housewife by making it easier for her to provide nutritive meals at a lower cost.

ANNOUNCER: That's why I say...it's too good to miss. From now on, the spotlight is on "no-point...low-point" foods. Thank you, Mr._____. Friends, you have just heard_____of the Office of Distribution, War Food Administration.

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THE FAMILY CANTEEN

(Conservation Quiz)

ANNOUNCER: Gather 'round everybody! This morning, we're going to have a quiz session....participants, you...and your neighbors. We're asking you to score yourself on how you and your family are living up to the objectives of the Food Fights For Freedom campaign. Before we start in, I've asked Mr. _____ of the War Food Administration to review some of the objectives of the campaign...and then the quiz program.

OFF. OF DIS. SUPERVISOR: Well, first of all Mr. _____ suppose we state the four big factors involved in making Food Fight For Freedom. They are: Producing more food; Conserving more food; Sharing it equitably; and Playing square with your neighbors...your grocers, and your government. There's enough food for everyone in the nation if what we have is wisely used, but those two words "wisely used" are the key to success of the entire Food Fights

OFF. OF DIS. SUPERVISOR: continued:

For Freedom program. Most American homemakers have done a splendid job in this respect. And it has taken ingenuity and foresight on their part. I heard of one homemaker, for instance, who keeps a vegetable and fruit juice bottle in her refrigerator. After she finishes her cooking, she pours any water drained from the foods into the proper bottle. The mixed fruit juices gives her a fine cocktail, and the vegetable juice goes into soup. That's just one instance of food wisdom.

ANNOUNCER:

In the Women's Services they really hav e some rigid food conservation measures too. You can practice mess-hall economics the same way the WACS do, only at home. Left over cereals, breakfast toast, and pancakes go into their dressings. Fruit juices make a plain cake "saucy". Raisin sauce, left from baked ham, is just as good when it appears on bread pudding. And the stoves of every mess hall holds a stock pot into which all raw bones must be put.

OFF. OF DIS: SUPERVISOR:

So there are two good examples of the "conservation" side of the program. I think we're ready to go on to the quiz now, Mr._____. So let's get set:.....

ANNOUNCER: All right....I'll give the first question, and you follow through with the right answers. Well, to begin with, here's a simple one. How many days this past week did you serve the "Basic Seven"? (READ SLOWLY)

OFF. OF DIS. SUPERVISOR: And the answer to that one should be seven! If you didn't follow through on the Basic Seven Foods every day, then you're robbing your family of strength and health.

ANNOUNCER: The second one sounds tricky...Did you buy extra butter this week though you didn't need it, just to be sure of having some week after next?

OFF. OF DIS. SUPERVISOR: And the answer is a matter of truth and consequences. If you did do this, you're not a fair-sharer. Your extra purchase probably meant someone else had to go without.

ANNOUNCER: Hoarding, is certainly something we want to steer as far away from as possible, in wartime. So here's a more pleasant subject: How many times during the week did you serve a breakfast consisting of: fruit or fruit juice; cereal; eggs, meat; or fish; some kind of bread; a beverage? Is your mouth watering, Mr. _____?

OFF. OF DIS: SUPERVISOR: Yes it is, and seven is the right answer again. Breakfast should provide one-third of the day's nutritional requirements and a menu like that is just about right.

ANNOUNCER: A question like this one hits you squarely on your conscience: Do you tell your neighbors we'd have plenty of butter if we weren't sending so much to the Russians?

OFF. OF DIS. SUPERVISOR: I'm quite sure most homemakers wouldn't make a statement like that. It's certainly not true. Through last September we sent only 2.5 percent of our total butter supply to Russia. It was used there principally as a protective food for convalescent soldiers. And the results of the Red Army drives have certainly been remarkable dividends on this small amount. Incidentally, homemakers...remember that here at home we're demanding more butter and other milk products than we ever have before. Through rationing, we are trying to distribute our butter supply as equitably as possible so that everyone will have a fair share of what's available for civilian use.

ANNOUNCER: Admirably answered Mr. _____. Let's have this one: How many times this week did you leave a half-slice of bread on your plate?

OFF. OF DIS. SUPERVISOR: I'd presume that most homemakers never did. If every home left just one half slice of bread each week, the total would be 17 million slices, about one million loaves. Picture what that food would mean to the starving children of Greece or some of the other countries under Axis domination.

ANNOUNCER: The next question would probably never even be asked in a country under the shadow of starvation. But it certainly applies here: Are you on good enough terms with your grocers so that he lets you have rationed foods for less than the required stamps, when you're low on stamps?

OFF. OF DIS. SUPERVISOR: Well, it is nice to be friendly! But if you do accept rationed goods without giving up ration stamps, you're just operating a private little black market of your own. Eventually you'll pay for it in prices way, way, out of reason.

ANNOUNCER: Why not avoid worry about some of those ration stamps altogether, by giving this question a good strong yes for an answer: Are you planning your 1944 Victory Garden?

OFF. OF DIS. SUPERVISOR: I was waiting for us to arrive at a question that had to do with the home production of food.

OFF. OF DIS. SUPERVISOR Continued:

You know, last year, the vegetables grown in Victory Gardens cam to 40 percent of our fresh vegetable production. It's not too soon to be thinking about Victory Gardens now either. Seed catalogues came out as long ago as January. By reading them over now, you can get a good line up for possibilities of increased production this year.

ANNOUNCER:

And here's my last question, Mr._____, I wonder how many homemakers apologized to their families last week because they couldn't get the roast they wanted?

OFF. OF DIS. SUPERVISOR:

Not a single one should have. For, if everyone realizes that food is being put to work on a wartime basis...both at home and on the battle-fronts, they'd be good sports about such a small thing. There's no need to be apologetic, especially when there are so many plentiful and unrationed foods on the markets. Point values are lower right now on vegetables and on many beef and pork cuts. There's an average of about half a dozen eggs a week for each of us this year. All in all, there's an excellent variety of foods for planning health-ful meals with Basic Seven foods. As we said a few minutes ago, however, we must use food wisely

OFF. OF DIS. SUPERVISOR: Continued: to get the most out of every ounce of it. The Office of Distribution of the War Food Administration and your own local nutrition committees are ready to help you do this.

ANNOUNCER: And that brings our quiz session to a close, folks. Thank you, Mr. _____ for helping us to answer the questions. Friends, you have just heard _____ _____, of the Office of Distribution, War Food Administration.

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THE FAMILY CANTEEN

"Garden Blueprint....1944"

ANNOUNCER: Today we're going to answer some of the questions you backyard gardeners have been asking about Victory Gardens for 1944. From some of the questions I've received, as well as from conversations with friends and neighbors, I get the impression that many of us feel that actually we don't need as many Victory Gardens this year as we did last. But, as a matter of fact, we need more. So this morning, Mr. _____ _____ from the War Food Administration's Office of Distribution is with us to review our food needs for this year, and to discuss how Victory Gardens can help meet that goal. So let's begin with a review of some of our current food problems, Mr. _____.

OFF. OF DIS. SUPERVISOR: Well, I'm going to begin with a statement you've all heard many times before. We need more food this year than ever before. We said the same thing in 1943, in 1942, and 1941. But, nevertheless, the need is still very real. Of course farmers have met our

OFF. OF DIS. SUPERVISOR: ever-rising food production goals remarkably well, delivering the goods in terms of good, solid, wholesome food. And they've done it in the face of many wartime handicaps. This year they will come through again.

ANNOUNCER: Tell me Mr. _____, I'm interested hearing about how much food victory gardens contributed to our total supply last year.

OFF. OF DIS. SUPERVISOR: After all the harvests were gathered, we learned that about forty percent of our total vegetable crop was produced on the 18 million gardens throughout the United States. So you see, Victory Gardens are a definite part of our food production program. The task of producing food is so great that Victory Gardeners must share a portion of it.

ANNOUNCER: I'm afraid that some of us gardeners have the idea that perhaps our own gardens didn't amount to much in relation to the huge amount of food produced by farmers.

OFF. OF DIS. SUPERVISOR: That's only natural. But suppose we look at it this way. An individual farm producing hundreds of bushels... or occupying 50 to 100 acres may not seem tremendous, But a farmer knows that we all should know how much that one farm's harvest means in the total food production picture. Certainly our enemies know. To show you what the sum total of the vegetables you raised, added to the

OFF. OF DIS. SUPERVISOR: harvests of the other Victory Gardeners amounts to, picture this: Last year 20 million gardens produced 8 million tons of food. Just suppose all this food had been loaded into ships instead of on to your dinner tables, or in to your cellars. It would have filled 800 liberty ships...each one loaded with 10 thousand tons of food.

ANNOUNCER: That's quite a big "suppose". And it's a sight for the imagination, all right, even if we did eat the food at home.

OFF. OF DIS. SUPERVISOR; Well, at least you have the idea. You see all that food was an accumulation from each individual gardner. Here's another concrete example of what the days you spent working in your garden last year have meant to all of us. Recently, point values of many vegetables were reduced sharply. Point values of tomatoes and corn and asparagus for instance. These point value reductions, in effect from March 5th through April 1st, were made possible because of the grand canning record homemakers chalked up by making full use of garden produce. A recent Gallup Poll shows that three-fourths of these gardeners canned an average of 165 jars or cans of food with a total of over 4 billion. So Victory Gardeners do contribute a great deal to our wartime food supply.

ANNOUNCER: Now that we've talked about our success last year, Mr._____, let's face the task ahead.

OFF. OF DIS. SUPERVISOR: All right...and that means a consideration not only of the food we're going to need here at home, but of the tremendous amount necessary for armed forces...24 million meals every day, to keep our line of communication going. And these must be the best possible....tasty, satisfying, and wholesome. It runs to about 15 percent of all the food produced here, and it means keeping that food flowing continuously to our armed forces throughout the world. Reserves of food must be available, to be rushed into a particular area on short notice.

ANNOUNCER: When you say 24 million meals a day, I can see very well how the efforts of Victory Gardeners, as well as the efforts of the farmers really count. But you know, even with all those demands, why...we eat pretty well here at home.

OFF. OF DIS. SUPERVISOR: You bet we do. Last year, we ate more food per person, than ever before. We have had to do without as much of some foods as we would like, and this will continue. But we've had plenty for good nourishing meals. This year, about three-fourths of all that is produced will be for use here at home. There will be enough total food, but generally speaking, we can do much

OFF. OF DIS. SUPERVISOR: to improve the wholesomeness of our meals by selecting foods which make up a nutritionally balanced diet. The government's Basic Seven Food Chart is a good guide for that, of course.

ANNOUNCER: And it seems to me that Victory Gardens can provide at least a part of these Basic Seven Foods. For instance, green and yellow vegetables.

OFF. OF DIS. SUPERVISOR: You picked my prize example, Mr._____. Yes, those green and yellow vegetables are very important in every day's diet. But almost every homemaker knows that. So, the job ahead is really to raise more of these vegetables.

ANNOUNCER: Which means we'll need bigger gardens, and more of 'em.

OFF. OF DIS. SUPERVISOR: Exactly. Because we need more food this year, the minimum goal for Victory Gardens has been raised 2 million to bring the number to an over-all total of 22 million gardens. And we will need larger gardens whenever possible. More school gardens, and more industrial gardens, and more emphasis on those yellow and green leafy vegetables and tomatoes too.

ANNOUNCER: Well, if everything goes along smoothly, the home canning season this year should really be record-breaking because of the benefits of last year's experiences, both in canning and in gardening.

OFF. OF DIS. SUPERVISOR: Yes, gardeners learned a lot last year. You know, almost anyone can plant a garden, but it takes applied knowledge and skill to get anything edible from it. So this year there's also a real need for local garden leaders...folks who have the experience and who can help amateur gardeners if they should become discouraged. This leadership is very important. The job is to keep the garden planted, cultivated, growing, and healthy. Remember...more food is needed this year. Farmers intend to plant more acreage and produce more. But part of these needs must come from Victory Gardens. This goal this year is set for two million more gardens. Let's meet this goal and more.

ANNOUNCER: Thank you, Mr. _____. I'm sure that many of our listeners have their blue-prints for gardening all ready. Friends, you have just heard Mr. _____ _____, of the Office of Distribution, War FoodAdministration.

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THE FAMILY CANTEEN

"Lenten Foursome"

ANNOUNCER: Planning interesting Lenten dishes often is a difficult problem for homemakers. After a couple of weeks, ideas are at a premium. And by the time Easter arrives, meals are likely to be tiresome to the whole family. But with wartime changes in our general mealtime pattern, this year the situation should be improved. Today we have _____ _____ of the War Food Administration to tell you about a Lenten foursome of foods whose merits are being recognized by many people for the first time. Just what foods have you included in the Lenten foursome, Mr. _____?

OFF. OF DIS. SUPERVISOR: The four foods are peanuts, soybeans, eggs, and fish. None of these foods are actually new...but the war has been more or less a coming-out party for them. Since meat has been rationed, these foods have stepped in as alternate. Before the war, homemakers recognized some of the assets of these protein foods during Lent, but their true values were never realized.

OFF. OF DIS. SUPERVISOR: continued

Since the beginning of the war these foods have blossomed out and many products have been made that were never dreamed of before. And now dishes made from these foods and their products can be found on many menus...both in homes and in restaurants.

ANNOUNCER:

You mean products like peanut butter, Mr. _____? The other day I had something good that was new to me. I was told that it was made of peanut butter combined with vegetables.

OFF. OF DIS. SUPERVISOR:

Yes, peanuts and peanut products are becoming one of our important protein foods on the home front. For many years everyone considered peanuts as something to eat at the baseball game. It's only been since the war that homemakers have recognized their value as a protein food. Today homemakers realize that they combine well with other foods in forming main dishes.

ANNOUNCER:

And peanuts are ration-free too, aren't they?

OFF. OF DIS. SUPERVISOR:

Yes, that's another one of the assets of peanuts and peanut butter. By using them in meals, homemakers are able to save ration points. And they will be cooperating with the government's nation-wide "No-Point...Low-Point Program".

ANNOUNCER:

Now that all of us are eating more peanuts and peanut

ANNOUNCER: continued

products, doesn't that mean that the farmers will have to grow more than they did formerly?

OFF. OF DIS. SUPERVISOR:

That's right...and that's exactly what they're doing. Last year farmers greatly increased their peanut crop. And this year the goal for peanuts is set even higher. So there should be enough for all of us.

ANNOUNCER:

And soybeans? I've been hearing a lot about them lately.

OFF. OF DIS. SUPERVISOR:

Soybeans aren't a new food, but they have been given new jobs to do since the beginning of the war. The two soya products...soya flour and grits....are doing an excellent war job. Homemakers are learning to use these products in omelets, souffles, vegetable casseroles, and other dishes to stretch the less plentiful foods. These soya products give an additional bit of point-free, low-cost protein.

ANNOUNCER:

Speaking of point-free protein foods...don't eggs come under that classification too?

OFF. OF DIS. SUPERVISOR:

Indeed they do. And eggs are one of our plentiful foods right now. Farmers surely are doing a first rate job with eggs this year. The total supplies for 1944 are expected to amount to more than 5.1 billion dozen. And that's a lot of eggs when you figure it up...in fact, it's about sixty billion eggs for the

OFF. OF DIS. SUPERVISOR: Continued

total year. Of course, large quantities of these are going to our armed forces and allies in the form of powdered eggs, but there'll still be enough left for all of us here at home.

ANNOUNCER:

But eggs aren't a new food, Mr. _____. They've been an important food at my house ever since I was a kid. Remember those soft-cooked eggs for breakfast years ago?

OFF. OF DIS. SUPERVISOR:

Sure do. They're still favorites of mine. Eggs are by no means a new food, but now they're winning honors in main dishes as well as breakfast specials. And they make ideal Lenten dishes because they can stand on their own without meat. In addition to their high protein content, they contain vitamins and minerals.

ANNOUNCER:

Now that you're mentioning non-rationed foods that can easily be made into main dishes, how about fish?

OFF. OF DIS. SUPERVISOR:

That's a good idea. Of course fish is the old Friday and Lenten stand-by. For years, homemakers have been serving it on these days. But very seldom did fish appear on American dinner tables except on Friday and during Lent. Now homemakers seem to be appreciating the true values of this fine protein food.

ANNOUNCER:

There's an old saying something about there being some good in everything. I guess this must have been one of the few good things about the war.

OFF. OF DIS. SUPERVISOR: Yes, the public has surely learned a lot more about fish since the beginning of the war. All types of sea-food are now being used, whereas before the war many homemakers used very little fish with the exception of fillets and a few steak fish.

ANNOUNCER: Isn't it rather hard for us to maintain our present supply of fish with the government taking over so many of the fishing boats.

OFF. OF DIS. SUPERVISOR: Well, there's good news on that situation right now. The government is returning 18 New England fishing vessels from the Naval Service to active fishing service. This should increase the catch of deep sea fish by thirty million pounds annually.

ANNOUNCER: Then we should continue to take advantage of fish supplies after Lent?

OFF. OF DIS. SUPERVISOR: Certainly. Homemakers will find that they'll be able to save a countless number of ration points by using this food from the sea. And they will be surprised by the number of different delicious kinds of fish that are available if they'll visit their local fish market.

ANNOUNCER: All of these foods...peanuts, soya products, eggs and fish...are protein foods, aren't they?

OFF. OF DIS. SUPERVISOR: Yes, they surely are. They're doing outstanding jobs

OFF. OF DIS. SUPERVISOR: Continued

as alternates for rationed foods...and they surely deserve honorable mention on American tables often... not only during Lent but throughout the year.

ANNOUNCER:

Thank you Mr. _____. I'm quite sure homemakers will pay tribute to this Lenten foursome by serving these non-rationed protein foods often.

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THE FAMILY CANTEEN

"A Homemade Ration System"

ANNOUNCER: Here it is April again. It's hard to believe that time goes by so fast but it certainly does and there's nothing we can do about it. However, here's one thing you can do something about. And that's the supply of home canned foods in your cupboard. Here's _____ of the War Food Administration to tell you about making a careful survey of the home canned foods in order that they'll last until the 1944 canning time. What's this I've been hearing about a homemade rationing system, _____?

OFF. OF DIS. SUPERVISOR: Well, it's a way homemakers will be able to ration their own home canned foods...so they'll last until the 1944 crop comes in. This seems to be the time of the year to start a system like that...if you haven't already done it.

ANNOUNCER: You mean, because it's time to start thinking about Victory Gardens?

OFF. OF DIS. SUPERVISOR: That's right. By this time, Victory Gardeners should have their plans well under way. And one of the things to take in consideration when planting this year's Victory Garden, is the amount of food necessary to last your family throughout the year.

ANNOUNCER: What does that have to do with that rationing system you were talking about?

OFF. OF DIS. SUPERVISOR: Well, it's like this. If you're running short of one canned food, naturally you'll want to have more of this food to preserve in 1944. Therefore, if you take inventory of your present stocks before planting your Victory Garden, you'll have a better idea of how much to plant this year.

ANNOUNCER: Is that the only reason for taking inventory at this time?

OFF. OF DIS. SUPERVISOR: By no means. One of the chief reasons for taking inventory now is that it's about the half-way mark in the canning season. That is, it'll be almost six months before the peak of the 1944 canning season. So much of the home canned food will have to last for quite a while. And this is one of the best ways to make sure it will last until then.

ANNOUNCER: Just where would you begin if you were planning your own rationing system?

OFF. OF DIS. SUPERVISOR: First, you'd arm yourself with pencil and paper, and take a trip down to the cellar or home canned foods cupboard. No doubt you have them labeled and arranged according to varieties so it shouldn't be a difficult job. Count each kind of fruit and vegetable...either the number of pints or quarts... depending on the size of most of your jars. One way to do that would be to make a list of each canned fruit and vegetable before you even go to the cupboard. Then all you have to do is to supply the quantity of each one.

ANNOUNCER: That sounds simple. It shouldn't take more than a few minutes...and very little trouble. I'm sure homemakers will be able to do that. What's the next step?

OFF. OF DIS. SUPERVISOR: Then, these figures should be analyzed. For example, if there's an abundance of one kind of vegetable and only a few of others, you've probably been playing favorites. The chances are that often you've needed one more vegetable for dinner...so you went to the cupboard and opened the one nearest you. Or maybe you served your family's favorite vegetable most of the time. And because of this, you've concentrated on one or two foods...neglecting the others.

ANNOUNCER: If homemakers have only a few canned vegetables left

ANNOUNCER: continued

in the cupboard, then it won't be much use for them to plan a rationing system.

OFF. OF DIS. SUPERVISOR:

Yes, I believe there is a need for them to carefully divide their home canned foods. They're the folks who really need this home-rationing system. As this is about the half-way mark between the 1943 and 1944 canning season, about half of the home canned food should be used.

ANNOUNCER:

Then anyone who has used about half of her home canned foods is already doing a good job of rationing them herself. Am I right in presuming that she doesn't need to use the system you are suggesting?

OFF. OF DIS. SUPERVISOR:

Well, she doesn't have to use this system...she probably has one of her own that works well in her case. However, she may get some helpful ideas from the system I'm suggesting.

ANNOUNCER:

Let's suppose one homemaker finds that she has a lot of tomatoes left in her home canned foods cupboard when she takes inventory. How should she go about planning the use of these tomatoes?

OFF. OF DIS.. SUPERVISOR.

Well, let's take a specific example. Suppose the homemaker has four dozen jars of tomatoes left in her cupboard. Well, it's approximately six months before she'll have any tomatoes from the 1944 crop canned.

OFF. OF DIS. SUPERVISOR: Continued

So that means, she has six dozen jars of tomatoes to last six months. If she figures that up, she'll find that she'll have approximately two jars of tomatoes each week until canning time.

ANNOUNCER:

You mean , she would open a jar of tomatoes regularly... twice a week ? Say, tomatoes every Tuesday and Friday night?

ANNOUNCER:

No indeed. The rationing system doesn't have to be as exact as that. It should be approximate so it can be adapted to each family's needs...and varying circumstances. I'm glad you gave tomatoes as an example, because they are one of the most important of the home canned foods.

ANNOUNCER:

Important for their food values?

OFF. OF DIS. SUPERVISOR:

That's exactly it. Tomatoes belong in Group Two of the Basic Seven Foods. You know, this is the group with the citrus fruits. Now, the citrus fruit supply will probably drop off seasonally during the late spring and early summer, so more tomatoes will be needed around that time to supply adequate amounts of Group Two Foods. Therefore, a larger proportion of the canned tomatoes should be saved for that time...until the crop of fresh tomatoes begins to come in.

ANNOUNCER:

That's a good example of the way the home rationing

ANNOUNCER: continued

system should be varied to fit the circumstances. Are there any other cases like that one, that you can think of off-hand, _____?

OFF. OF DIS. SUPERVISOR:

Well, there are lots of circumstances where your plans will have to be slightly changed. That's one thing that should be taken into consideration when you're planning your system...be sure to make it elastic enough to fit many needs.

ANNOUNCER:

How about the actual mechanics of the home rationing system? Should it be on a weekly or monthly basis?

OFF. OF DIS. SUPERVISOR:

As far as the actual mechanics of the rationing are concerned, it will be up to the individual homemaker and her problems. Some homemakers may like that an allowance of a certain number of jars of canned food each week, while others prefer it on the monthly basis. However, there's just one thing to keep in mind... distribute the home canned foods so they'll give variety in menus.

ANNOUNCER:

Even though homemakers have a lot of one particular food left, they shouldn't concentrate on it entirely... right?

OFF. OF DIS. SUPERVISOR:

Yes. Let's take the example of the homemaker with a large quantity of home canned tomatoes. Although she should plan to use the tomatoes, she should open

OFF. OF DIS. SUPERVISOR Continued: other canned foods every once in a while. It's a good idea to vary canned foods...keep the family guessing

ANNOUNCER: I certainly endorse the idea...the more variety the better.

OFF. OF DIS. SUPERVISOR: Of course, instead of always having stewed tomatoes, it's a good idea to use them with other vegetables in casserole dishes, or with meats for a different flavor. In fact, there are any number of ways she can very these home canned vegetables so they won't always taste the same.

ANNOUNCER: I know most homemakers have a number of their own favorite recipes for dishes like that .

OFF. OF DIS. SUPERVISOR: And family favorites are always welcome. Now in summary...just make a list of the canned food you haven't used...and the number of jars of each fruit and vegetable. Then figure how many jars you'll be able to open each week, or month, by allowing approximately six months before the 1944 canning season.

ANNOUNCER: That's a practicsl helpful suggestion. I'm sure homemakers will be glad of these ideas about rationing their own home-canned foods. Thank you _____ _____.